

MEXICO BEACH COMMUNITY DEVELOPMENT COUNCIL
MINUTES OF MEETING

Type: Monthly Meeting

When: Thursday, October 15, 2020 - Mexico Beach Welcome Center

Attending:

Sandie Yarbrough	Director	Robert Carroll	Director
Debbi Mulligan	Director	Al Cathey	Director
Cathey Hobbs	Director	Kimberly Shoaf	President
Wylie Petty	Director	Nick Hunter	

The meeting was brought to order at 10:00 a.m. Roll was called and a quorum was present. After review, a motion was made by Director Petty and seconded by Director Carroll to approve the September 17, 2020 meeting minutes. The motion passed unanimously.

Approve Financial Report: President Shoaf presented the final YTD financials for FY20 stating we have been within the projected budget and have had to use no finances from reserves. Discussion followed. After review of FY20 financial report a motion was made by Director Petty and seconded by Director Carroll to approve FY20 final report. The motion passed unanimously.

President Shoaf presented the YTD FY21 financial report, noting that the media advertising costs will be covered under the Visit Florida grant. She also informed the board of remaining BP grant funding that is available to be utilized for the Calendars, additional marketing, and the monthly newsletter. Discussion followed. After review of YTD FY21 financial report a motion to accept was made by Director Carroll and seconded by Director Petty. The motion passed unanimously.

Tourist Development Tax Collections: President Shoaf reported to the board that the August tax collection increased 224% from last year. She informs the board that YTD \$115,441 have been collected in bed taxes, a dramatic increase from \$32,000 collected last year. Discussion followed.

Ongoing Business:

- **Beach Restoration Project update-** President Shoaf stated that the Beach Restoration Project is on track with Lisa Armbruster continuing to apply for grants on the CDC/TDC's behalf. President Shoaf updated the board with the Sand Bypassing project, stating that MRD is to be sending one last part for the bid application to Dewberry and then it will be released. President Shoaf will continue to follow up with both the City and Dewberry. President Shoaf informed the board of the CDBG-DR funding and that the beach restoration project is to be included in the request through the City. Discussion followed.
- **Marketing Campaign-** President Shoaf presented the marketing campaign consisting of videos and static adds to appear across multiple social media platforms. An increase in emails, chats, and telephone calls to the welcome center can be contributed to the release of this marketing campaign. Discussion followed.

New Business:

- **No New Business**

Presidents Report:

- **Christmas Tree Lighting Event-** The board is still in consensus that the Mexico Beach Tree Lighting event will take place at the Mexico Beach Shopping District with an appearance by

Santa Clause on December 6, 2020. President Shoaf will be in contact with Mrs. Gaddis regarding the golf cart parade. Discussion followed.

- **Welcome Center Staff-** It was discussed that Kathy Krum will begin at the Welcome Center starting November 1st and split responsibilities with Nick Hunter until his unspecified end date some time after the first of the year. Discussion followed.

Audience Participation- The new Welcome Center bidding was discussed and per Director Cathey the City is still awaiting final bids to be received. The City Marina repairs will begin shortly to replace electric hookups and docking as well as a new gazebo and public restroom facilities at the Canal Park. Input and feed back for landscaping along dedicated beach from 8th Street to CR-386 was also requested by Director Cathey. Discussion followed.

A motion was made by Director Carroll and seconded by Director Petty to adjourn the meeting. The motion passed unanimously.

Robert Carroll
Secretary/Treasurer
/nh